GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:3133
ANSWERED ON:05.08.2002
RESURGENCE OF TOURIST ARRIVAL
GANGASANDRA SIDDAPPA BASAVARAJ

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether there has been a substantial improvement in the arrival of tourists from western countries like United States and United Kingdom after diluting travel advisories by these countries for their citizens in regard to India;

(b) if so, the details thereof and whether Australia and Japan had also earlier revised their Travel advisories in regard to India;

(c) if so, whether the Government proposed to consolidate this opportunity in the longer terms; and

(d) if so, the details thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a), (b), (c) & (d): The recent dilution of travel advisories by a number of major countries including United States, United Kingdom, Australia and Japan is likely to have a positive impact in the tourist generating markets as per reports received. A reassurance campaign simultaneously is being reinforced to position India overseas as a safe and attractive destination through advertising, participation in fairs and exhibitions, organising of workshops, seminars and press conferences, dissemination of information, familiarization of media personalities and travel trade under the Government`s hospitality programme, and providing support for brochure production and joint advertising with the travel trade in these markets.